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(2) providing a validation of an award recipient of said award to at least one of a host, one of said plurality of providers, a sponsor, said retailer, and said merchant.

58. (Amended) The method according to claim 50, wherein said sponsor designated award selection comprises an award unit.

Remarks

At the outset, Applicant respectfully acknowledges the Examiner's allowance of all claims. Upon entry of the foregoing amendment, claims 1-17, 33, 34, 39, and 42-58 will remain pending in the application, with claims 1, 3, 6, 11, 33, 34 and 49 being the independent claims. Claims 1-4, 6, 8-11, 13-15, 33, 34, 39, 43, 45-53, 55, 57 and 58, are sought to be amended in accordance with the Examiner's comments in the Ex parte Quayle Action. These changes are believed to introduce no new matter, and their entry is respectfully requested. Applicant has not made the above amendment to avoid the applied references, but rather to adopt formal stylistic changes suggested by the Examiner. Applicant believes that all the pending claims are now in condition for allowance. Applicant's previous arguments overcoming all previous rejections are incorporated herein by reference in their entirety to the extent that they apply.

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If any portion of the specification or claims were sought to be amended in the foregoing, attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "**Version with markings to show changes made.**"

Based on the above Amendment and Remarks, Applicant traverses the rejections and respectfully requests that the Examiner reconsider all outstanding rejections or objections and that they be withdrawn.

Conclusion

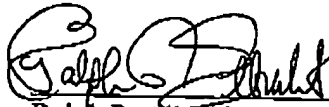
All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicant believes that a full and complete reply has been made to the outstanding Ex parte Quayle Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is hereby invited to telephone the undersigned at the number provided.

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Prompt and favorable consideration of this Amendment is respectfully requested.

Respectfully submitted,

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Version with markings to show changes made

Kindly amend claims 1-4, 6, 8-11, 13-15, 33, 34, 39, 43, 45-53, 55, 57 and 58, as follows:

1. (Four times Amended) A system for incentive program generation and automated award fulfillment, comprising:
 - a host computer coupled to a network;
 - a first database accessible from said host computer; and
 - an automated award fulfillment application program ~~executed~~able on said host computer for participation in incentive programs of a plurality of providers in communication with an inventory management system associated with each of said plurality of providers wherein said automated award fulfillment application program is ~~operative to provide~~ sponsor-selected fulfillment comprising ~~being~~:
 - ~~operative to providing~~ing a sponsor-selected specific award unit item,
 - ~~operative to provide~~ said sponsor-selected specific award unit item being tailored to demographic and psychographic preferences of a sponsor-selected consumer user, and
 - ~~operative to providing~~ing a sponsor-selected geographic location for fulfillment.

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2. (Amended) The system of claim 1, further comprising:

a client computer of asaid consumer user coupled to the network;

a server coupled to said host computer; and

a browser executing on said client computer ~~operative to~~ for accessing content

located on said server

wherein the consumer user participates in said incentive programs
of the plurality of providers via interaction with said browser.

3. (Four times Amended) A method for generating incentive programs and
automating award fulfillment, comprising:

providing a host computer, the host computer having a database and an automated
award fulfillment application program in communication with an inventory management
system associated with each of a plurality of providers;

said automated ~~ing~~ award fulfillment ~~for comprising~~

providing sponsor-selected fulfillment comprising:

providing a sponsor-selected specific award unit item,

providing said sponsor-selected specific award unit item tailored
according to demographic and psychographic preferences of a sponsor-selected consumer
user, and

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providing a sponsor-selected geographic location for fulfillment;
and
permitting access to said database via a network, including allowing participation
in incentive programs of said plurality of providers.

4. (Amended) The method of claim 3, further comprising:

providing a network coupling said host computer to a workstation ~~and being~~
~~capable of~~for transferring electronic data between said workstation and said host
computer;

providing each of said host computer and said workstation with an application
program ~~capable of~~for responding to input from said host computer or said workstation;

allowing a user of said host computer to operate said automated award fulfillment
application program to generate an incentive program and to store said incentive program
on said host computer;

transferring a stored incentive program to said workstation; and

providing an address for said stored incentive program to permit access to said
stored incentive program from said network.

5. The method of claim 4, further comprising:

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providing at least one of an award association application program that associates an award with said incentive program, and an award fulfillment association application program that associates a fulfillment option with an award.

6. (Four times Amended) A system for automating award fulfillment, comprising:
- a network;
 - a host computer, coupled to said network;
 - a first database of said host computer;
 - a browser operative to browse content of said host computer, wherein a consumer user participates in an incentive program;
 - an awards database of awards associated with said incentive program; and
 - an automated award fulfillment application program for automating fulfillment of awards for said incentive program, in communication with an inventory management system associated with each of a plurality of providers wherein said automated award fulfillment application program is ~~operative to provide~~ sponsor-selected fulfillment ~~for comprising being~~ operative to providing a sponsor-selected specific award unit item,

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~~operative to providing~~ said sponsor-selected specific award unit item
tailored to demographic and psychographic preferences of a sponsor-selected consumer
user, and

~~operative to providing~~ a sponsor-selected geographic location for
fulfillment.

7. The system of claim 6, further comprising:
a card for fulfillment of awards won in said incentive program.
8. (Twice Amended) The system of claim 6, further comprising:
a memory ~~foreperative to storing~~ at least a personal identification number
associated with ~~said sponsor-selected~~ a consumer user for use in performing fulfillment.
9. (Amended) The system of claim 6, further comprising:
memory for storing information relating to participation of said sponsor-selected
consumer user in an incentive program.
10. (Amended) The system of claim 6, further comprising:
said browser, coupled to said host computer, wherein said consumer user
participates in incentive programs of at least two providers via said browser.

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11. (Three times Amended) A method for generating incentive programs and automating award fulfillment, comprising:
- providing a host computer;
 - providing an incentive program on the host computer, wherein a participant may participate in ~~an~~said incentive program;
 - providing a database of awards on the host computer associated with the incentive program; and
 - providing automated fulfillment of ~~said~~such awards to participants, including providing communication with an inventory management system associated with each of a plurality of providers wherein said automated award fulfillment application program comprising
 - providing sponsor-selected fulfillment ~~for~~comprising:
 - providing a sponsor-selected specific award unit item,
 - providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and
 - providing a sponsor-selected geographic location for fulfillment.

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12. The method of claim 11, wherein said database of awards includes awards from a plurality of sponsors.
13. (Amended) The method of claim 11, wherein said providing automated fulfillment ~~step~~ comprises:
associating an award with the incentive program; and
associating a fulfillment method with the award.
14. (Amended) The method of claim 11, wherein said providing automated fulfillment ~~step~~ further comprises:
providing a card comprising memory for storing data associated with a user.
15. (Amended) The method of claim 13, wherein said associating a fulfillment method ~~step~~ comprises:
providing an optimization application program that identifies an award based on the geographic proximity of an award winner to a redemption location of an award in the database of awards.

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16. The method of claim 14, wherein said data is a personal identification number.
17. The method of claim 14, wherein said data is information relating to a user's participation in an incentive program.
33. (Four times Amended) A system for building an incentive program having automated fulfillment, comprising:
- a computer coupled to a network;
 - an incentive program generation application program for generating an incentive program in response to input of parameters by a user;
 - an award association application program for associating an award with the incentive program; and
 - an automated fulfillment application program for associating a fulfillment method with said award wherein said automated fulfillment program is in communication with an inventory management system associated with each of a plurality of providers wherein said automated fulfillment application program is operative to provide sponsor-selected fulfillment ~~for comprising being~~
- ~~operative to providing~~ a sponsor-selected specific award unit item,

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~~operative to providing~~ said sponsor-selected specific award unit item
tailored to demographic and psychographic preferences of a sponsor-selected consumer
user, and

~~operative to providing~~ a sponsor-selected geographic location for
fulfillment.

34. (Four times Amended) A method of providing for generation of an
incentive program having automated fulfillment over a network, comprising:
providing a computer coupled to a network;
generating an incentive program in response to input from a user;
associating an award with the incentive program; and
associating a fulfillment method with the award, wherein at least one of
generating an incentive program, associating an award, and associating a fulfillment
method is accomplished by an automated fulfillment application program in
communication with an inventory management system associated with each of a plurality
of providers, ~~comprising for~~

providing sponsor-selected fulfillment comprising:

providing a sponsor-selected specific award unit item,

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providing said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of a sponsor-selected consumer user, and

providing a sponsor-selected geographic location for fulfillment.

39. (Twice Amended) The system of claim 2, further comprising:
a redemption workstation associated with each of said plurality of providers coupled to the network;

at least one of

a member management database, coupled to the network, ~~for operative to~~
~~adding~~ a member record for a new member, and

an inventory management system associated with each of said plurality of providers coupled to said redemption workstation; and

wherein said automated award fulfillment application program ~~for is operative to~~
~~allowing~~ designation of redemption of an award including access to any inventory management system of any of said plurality of providers and access to any member database; wherein said automated award fulfillment application program ~~for is operative~~
~~to allowing~~ a sponsor to select said award tailored to demographic and psychographic preferences of the consumer user stored in at least one of any of said member

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management databases and said first database accessible from said host computer, and ~~for~~ allowing for sponsor-designation of redemption of said award at a geographic location of one of said plurality of providers; and ~~wherein the system further comprises a~~ sponsor computer, coupled to the network, ~~operative to~~ for allowing a sponsor of one of said incentive programs to designate said geographic location of redemption by the consumer user of said award.

40. (cancelled)

41. (cancelled)

42. The system of claim 1, wherein said plurality of providers comprise at least one of a host, a retailer, a merchant, and a sponsor.

43. (Amended) The system of claim 2, wherein said ~~browser-system~~ further comprises at least one of an internet browser, an automated teller machine, a kiosk, a gasoline pump, a wireless device, a personal digital assistant, and a communication device.

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44. The system of claim 3, wherein said permitting access comprises at least one of:

providing for registration and interaction with content of said database and said automated award fulfillment application program.

45. (Amended) The system of claim 5, wherein said fulfillment options comprises at least one of:

receiving fulfillment at a sponsor designated geographic location;

receiving online fulfillment;

receiving offline fulfillment;

receiving fulfillment at a merchant;

receiving fulfillment at a retailer; and

receiving fulfillment at point of sale (POS).

46. (Amended) The system of claim 6, further comprising:

a redemption computer associated with each of a plurality of providers coupled to said network; and

at least one of:

a member database, coupled to said network, for operative to adding a
member record for a new member, and

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an inventory management system associated with each of said plurality of providers coupled to said network; and

wherein said automated award fulfillment application program is ~~operative to~~ for allowing designation of redemption of an award including accessing ~~to any~~ inventory management system of any of said plurality of providers, accessing ~~to~~ said awards database and accessing ~~to~~ at least one of any of said member databases and said first database of said host computer.

47. (Amended) The system of claim 46, wherein said automated award fulfillment application program is ~~operative to~~ selecting said award tailored to any demographic and psychographic preferences known of said consumer user stored in at least one of any of said member databases, and said first database of said host computer, and ~~to~~ allowing for designation of redemption of said award at a geographic location of one of said plurality of providers.

48. (Amended) The system of claim 47, further comprising:

a sponsor computer coupled to the network for ~~operative to~~ allowing a sponsor of one of said incentive programs to designate said geographic location of redemption by said consumer user of said award.

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49. (Three times Amended) A method of automatically fulfilling an award comprising:
- (a) receiving a sponsor designation of redemption of an award for a sponsor-selected consumer user comprising
 - receiving a sponsor-selected fulfillment comprising:
 - receiving a sponsor-selected specific award unit item selected from an inventory management system associated with a plurality of providers,
 - receiving said sponsor-selected specific award unit item tailored according to demographic and psychographic preferences of asaid sponsor-selected consumer user, and
 - receiving a sponsor-selected geographic location for fulfillment;
- and
- (~~b~~)(c) automating fulfillment of said award in accordance with said sponsor designation of redemption.

50. (Amended) The method according to claim 49, wherein said step (a) comprises:
- (1) receiving a sponsor designated award selection comprising at least one of:
 - (A) providing interactive access to ~~one or more~~ at least one consumer databases of at least one of a host, a provider, a

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sponsor, a retailer, and a merchant, having information about
asaid sponsor-selected consumer user;

- (B) providing said interactive access to said-an inventory
management system wherein said plurality of providers
includes of at least one of a host, a provider, a sponsor, a
retailer, and a merchant, said inventory management system
having information about award availability; and
- (C) receiving said sponsor designated award selection said sponsor
designated award selection being selected from an award
pool.

51. (Amended) The method according to claim 50, wherein said step (a) (1) (C)
comprises at least one of:

- (i) receiving said sponsor designated award selection
~~from said award pool~~ wherein said award pool
comprises a group of awards selected from an
awards database;
- (ii) receiving said sponsor designated award selection
~~from said award pool comprising~~

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~~receiving a selection from~~wherein said award
pool comprises available awards from a plurality of
sponsors as long as quantities of awards are
available;

- (iii) receiving said sponsor designated award selection
~~comprising:~~

~~receiving including~~ a user demographically
tailored selection of said sponsor designated award
selection including being tailored to at least one of
demographic and psychographic preferences of said
sponsor-selected the consumer user stored in any of
said at least one consumer databases;

- (iv) receiving said sponsor designated award selection
comprising:

determining availability of said sponsor
designated award selection in said inventory
management system ~~database of said provider~~; and

- (v) providing an award recipient to at least one of said
at least one consumer databases.

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52. (Amended) The method according to claim 51, wherein said step (a) (1) (C) further comprises:

- (vi) validating said award recipient of said award to at least one of said host, said provider, said sponsor, said merchant, and said retailer when said award recipient attempts to fulfill said award.

53. (Amended) The method according to claim 51, wherein said step (a) further comprises:

- (1) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:
 - (A) providing interactive access to a fulfillment network database having information about ~~one or more~~ said plurality of providers; and
 - (B) receiving a sponsor designated consumer user-tailored geographical location selection from said fulfillment network.

54. The method according to claim 53, wherein said step (b) comprises:

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(1) fulfilling said award at said sponsor designated geographic location for redemption.

55. (Amended) The method according to claim 49, wherein said step (a) comprises:

(1) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:

(A) providing interactive access to a fulfillment network database having information about ~~one or more~~ said plurality of providers; and

(B) receiving a sponsor designated consumer user-tailored geographical location selection from asaid fulfillment network.

56. The method according to claim 55, wherein said step (b) comprises:

(1) fulfilling said award at said sponsor designated geographic location for redemption.

57. (Twice Amended) The method according to claim 49, where said step (b) comprises at least one of:

(1) automating fulfillment comprising:

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- (A) providing fulfillment using ~~at least one a~~ fulfillment option
of a plurality of fulfillment options comprising at least one of:
- (i) receiving fulfillment at a sponsor designated
geographic location;
 - (ii) receiving online fulfillment;
 - (iii) receiving offline fulfillment;
 - (iv) receiving fulfillment at a merchant;
 - (v) receiving fulfillment at a retailer; and
 - (vi) receiving fulfillment at point of sale (POS); and
- (2) providing a validation of an award recipient of said award to at
least one of ~~asaid~~ host, one of said plurality of said providers, ~~asaid~~
sponsor, said retailer, and said merchant.

58. (Amended) The method according to claim 50, wherein said sponsor
designated award selection comprises an award unit.

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